



Vancouver Public Library

2016 Board Community Relations, Planning & Development Committee Terms of Reference

Purpose of the Committee

This Committee acts as the advisory committee to the VPL Board and the Directors Group on communications, marketing and fundraising issues and initiatives, advocacy and community relations relating to the Library. The Committee provides liaison with the VPL Foundation, VPL Trust and the Friends.

Terms of Reference

1. To review, oversee and advise on VPL communications strategies and initiatives – both internal and external.
2. To advise the Chief Librarian and the Director of Planning & Projects on communications, marketing and fundraising.
3. To encourage neighbourhood engagement in the development of local library service.
4. To set the direction for the Board's communications initiatives, both internal and external.
5. To develop the Library's response or suggest initiatives to other levels of government (e.g. Provincial and Federal).
6. To deal with issues arising at the City, InterLINK, BCLTA and other community organizations external to the Library.
7. To take the lead in responding to media issues, as required.
8. To develop and implement advocacy initiatives and strategies.
9. To support and advise the Foundation and the Friends Boards in their fundraising and advocacy efforts.
10. To review and provide oversight, as required, of VPL Board policies delegated to the Committee by the Board.